

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2016/2017

### **DCS5148 Introduction to Information Systems**

(For Diploma Students Only)

2 JUNE 2017  
3.00 p.m. – 5.00 p.m.  
( 2 Hours )

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#### **INSTRUCTIONS TO STUDENT :**

1. This question paper consists of 4 pages.
2. There are 2 sections in this booklet.

For **SECTION A**: Answer **ALL** questions on the OMR sheet provided.

For **SECTION B**: Answer **ALL** questions in the answer booklet provided.

**Section A: Multiple Choice Questions (Total: 20 Marks)**

*Instruction: Please shade your answers on the OMR sheet provided.*

1. The statement below **BEST** refers to which of the business objective of information systems?

Businesses continuously seek to improve the efficiency of their operations to achieve higher profitability.

- |                             |                           |
|-----------------------------|---------------------------|
| A. competitive advantage    | C. operational excellence |
| B. improved decision making | D. survival               |
2. The customer's credit card number is an example of \_\_\_\_\_
- |                            |              |
|----------------------------|--------------|
| A. feedback.               | C. raw data. |
| B. meaningful information. | D. output.   |
3. Developing new product, fulfilling an order and hiring a new employee are examples of \_\_\_\_\_
- |                        |                         |
|------------------------|-------------------------|
| A. culture.            | C. business values.     |
| B. business processes. | D. business objectives. |
4. \_\_\_\_\_ is the physical equipment used for input, processing, and output activities in an information system.
- |                      |                               |
|----------------------|-------------------------------|
| A. Computer software | C. Networking technology      |
| B. Computer hardware | D. Data management technology |
5. The second step in the four-step model of business problem solving is \_\_\_\_\_
- |                                     |  |
|-------------------------------------|--|
| A. agreeing that a problem exists.  | C. designing solutions to the problem. |
| B. outlining the causes of problem. | D. identifying the problem.            |
6. One of the business processes performed by the \_\_\_\_\_ functional area is making customers aware of the company's product.
- |                        |                           |
|------------------------|---------------------------|
| A. sales and marketing | C. human resources        |
| B. production          | D. finance and accounting |
7. \_\_\_\_\_ makes long-range strategic decisions about products and services and ensures financial performance of the firm.
- |                           |                      |
|---------------------------|----------------------|
| A. Knowledge worker       | C. Middle management |
| B. Operational management | D. Senior management |
8. Which type of system would you use to determine the top five students in each diploma programme based on CGPA?
- |                                  |                                  |
|----------------------------------|----------------------------------|
| A. Management information system | C. Executive information system  |
| B. Decision support system       | D. Transaction processing system |

**Continued...**

9. Decision-support systems \_\_\_\_\_
- A. are used by operational managers to decide whether to hire new employees in the company.
  - B. often use information from external sources, such as product prices of competitor.
  - C. include computer-based systems that attempt to emulate human behavior and thought patterns.
  - D. primarily support routine decision making.
10. Which of the following is an interorganisational business process?
- A. Identifying a customer
  - B. Creating financial statements
  - C. Checking product quality
  - D. Purchasing a new machine
11. Which of the following industries has the lowest barrier to entry?
- A. Computer chip
  - B. Hotel
  - C. Oil and Gas
  - D. Automotive
12. A firm can exercise greater control over its suppliers by having \_\_\_\_\_
- A. less suppliers.
  - B. global suppliers.
  - C. more suppliers.
  - D. only a single supplier.
13. In the value chain model, the support activities of a firm include \_\_\_\_\_
- A. organisation infrastructure, human resources, technology and procurement.
  - B. sales and marketing, procurement, human resources and technology.
  - C. inbound logistics, technology, outbound logistics, sales and marketing and service.
  - D. inbound logistics, organisation infrastructure, outbound logistics, technology and procurement.
14. Benchmarking \_\_\_\_\_
- A. allows industry participants to develop industry-wide standards.
  - B. is used to measure the speed and responsiveness of information technology.
  - C. compares the efficiency and effectiveness of your business processes against strict standards.
  - D. coordinates the value chains of independent firms to enable them to collectively produce a product or service.
15. Which type of global business organization tend to have highly centralized systems?
- A. Multinational
  - B. Domestic exporter
  - C. Franchiser
  - D. Transnational
16. Which of the following is **NOT** one of the unique features of e-commerce technology?
- A. Information density
  - B. Richness
  - C. Local standards
  - D. Social technology

Continued...

17. Which of the following dimensions of e-commerce technology has the potential to raise the quality of information?
- A. Information density
  - B. Customization
  - C. Interactivity
  - D. Social technology
18. Compared to traditional goods, digital goods have:
- A. greater pricing flexibility.
  - B. lower marketing costs.
  - C. higher distributed delivery costs.
  - D. higher inventory costs.
19. All of the following are increased in traditional markets compared to digital markets **EXCEPT**:
- A. menu costs.
  - B. switching costs.
  - C. network effects.
  - D. information asymmetry.
20. \_\_\_\_\_ is a feature of social commerce which is a stream of notifications from friends, and advertisers that social users find on their home page.
- A. Newsfeed
  - B. Timeline
  - C. Social sign-on
  - D. Network notification

**Section B: 4 Structured Questions (Total: 80 Marks)**

*Instruction: Please write all your answers in the Answer Booklet provided.*

**QUESTION 1 [20 Marks]**

- a) Research has shown that the more successful a firm can align its IT with its business objectives, the more profitable it will be. Explain **FOUR** steps that a firm can undertake to align IT with its business objectives. [8 marks]
- b) List and describe any **FOUR** e-commerce business models. [12 marks]

**QUESTION 2 [20 Marks]**

- a) Identify and describe the **THREE** different types of decisions made by the **THREE** different levels of management. [9 marks]
- b) What is a GIS and what is it used for? [4 marks]
- c) The business value of a GDSS is improved decision making. How does a GDSS accomplish this? [7 marks]

**Continued...**

**QUESTION 3 [20 Marks]**

- a) Briefly explain the **FOUR** steps of building an information system. [12 marks]
- b) Identify and describe any **FOUR** systems development approaches. [8 marks]

**QUESTION 4 [20 Marks]**

- a) How does disaster recovery planning differ from business continuity planning? [4 marks]
- b) Information systems controls is one of the security controls that you must have in place to protect your information system. Briefly explain information systems controls. [6 marks]
- c) List and describe **FIVE** key technology trends that raise ethical issues. [10 marks]

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